

Message Text

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PAGE 01 BRASIL 03268 301608 Z

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ACTION ARA-17

INFO OCT-01 ADP-00 CIAE-00 DODE-00 INR-10 NSAE-00 PA-03

RSC-01 PRS-01 RSR-01 SS-15 NSC-10 EB-11 /070 W

----- 077739

P R 301530 Z MAY 73

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC PRIORITY 7922

INFO AMEMBASSY BOGOTA

AMEMBASSY BUENOS AIRES

AMEMBASSY CARACAS

AMEMBASSY KINGSTON

AMEMBASSY LIMA

AMEMBASSY MANAGUA

AMEMBASSY MEXICO

USIA WASHDC PRIORITY

USCINCSO

USIA/ VOA MIAMI

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JOINT STATE/ USIS MESSAGE

USIA ATTN: IOR/ M, IPS, IBS, RIM, ILA

E. O. 11652: N/ A

TAGS: PFOR OVIP ENRG ESTC ETRD BR XM

SUBJECT: SECRETARY ROGERS' VISIT MEDIA REACTION ROUNDUP

1. HEREIN SUPPLEMENTARY DETAILS TO MEDIA REACTION PROVIDED IN POST' S GENERAL WRAPUP, BRASILIA 3208. SUMMARY: PRESS, TV COVERAGE OF SECSTATE LATAM TOUR WAS HEAVY DESPITE COMPETITION OF MAJOR GOB- GENERATED NEWS. NEWS TREATMENT WAS LARGELY STRAIGHTFORWARD AND FAVORABLE (EXCEPTIONS TO BE NOTED BELOW), WITH MOST COMMENTARY FAVORABLE.

2. BRAZIL SEGMENT OF SECSTATE VISIT IN PARTICULAR GENERATED FULL, POSITIVE COVERAGE. NEWSMEN DID EXPRESS DISAPPOINTMENT, HOWEVER, LIMITED OFFICIAL USE

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PAGE 02 BRASIL 03268 301608 Z

THAT THERE WAS NO RPT NO SPECIFIC HARD NEWS TO COVER DURING ROGERS VISIT; SUCH A VIEWPOINT OBVIOUSLY MODERATED EXTENT OF PLAY AND IT WAS REFLECTED IN THE MINORITY CARPING DETAILED BELOW.

3. PRE- VISIT PLAY BEGAN IN EARNEST ON MAY 10, AND IT EMPHASIZED SECRETARY' S INTENT OF A MISSION OF WORK AND NEGOTIATIONS AND HIS UNDERSCORING OF THE END OF THE " ERA OF PATERNALISM." WIRE-SERVICE COVERAGE FROM WASHINGTON BROUGHT UP POSSIBILITY THAT ROGERS WOULD CONFER WITH OPPOSITION POLITICAL LEADERS IN BRAZIL, BUT THEN LAID THAT SPECULATION TO REST. BRAZILIAN MEDIA FELT A NECESSITY OF REPORTING PROBABLE TOPICS OF DISCUSSION BETWEEN SECSTATE AND GOB LEADERS AND, IN THE ABSENCE OF SOLID INFORMATION, SPECULATED THAT THEMES FOR DISCUSSION WOULD BE COFFEE, ECONOMIC MATTERS AT LARGE, U. S. PARTICIPATION IN PETROLEUM EXPLORATION ALONG THE BRAZILIAN COAST, AND THE PROPOSED SALE OF U. S. STRATEGIC RESERVES.

4. PRE- VISIT COMMENTARY, LARGELY FAVORABLE, DWELT ON THE HOPE THAT ROGERS WOULD GAIN DEEPER INSIGHTS INTO BRAZIL' S OVERALL SITUATION WHILE IN- COUNTRY. CRITICS, IN THE MINORITY, WONDERED WHETHER THE VISIT WOULD ACCOMPLISH ANYTHING CONCRETE.

(A) MAJORITY VIEW: O GLOBO, ONE OF RIO' S LARGEST- CIRCULATING PAPERS, PUBLISHED FRONT- PAGE EDITORIAL SAYING, " ROGERS NOW IS IN THE HEMISPHERE TO MAINTAIN A DIRECT DIALOGUE DESIGNED TO ESTABLISH A MORE INTENSIVE AND MATURE COOPERATION BETWEEN THE UNITED STATES AND LATM... IT IS HOPED... THAT THE GOOD NEIGHBOR POLICY WILL NOT BECOME A MYTH LOST IN RHETORIC...." (MAY 15).

(B) MINORITY VIEW: O ESTADO DE SAO PAULO, OFTEN CALLED THE MOST INFLUENTIAL NEWSPAPER IN BRAZIL, CARRIED EDITORIAL WHICH MADE THE POINT THAT UNRESOLVED U. S.- BRAZILIAN ECONOMIC ISSUES SUCH AS " THE CONFLICTING INTERESTS IN THE COFFEE TRADE,... THE REVIVED PROTECTIONISM THAT CLOSED THE AMERICAN MARKET TO BRAZILIAN MANUFACTURED PRODUCTS,... THE U. S. DECISION TO SELL ITS STOCKPILE OF STRATEGIC RAW MATERIALS,... AND THE U. S. DELAY IN ESTABLISHING A NEW FISHERIES AGREEMENT ARE SOME OF THE CONCRETE FACTS WHICH MAKE US INSENSITIVE TO THE RHETORIC OF THE U. S. SECRETARY OF STATE." (MAY 19).

5. BRAZILIAN MEDIA' S COVERAGE OF EARLY STAGES OF ROGERS LATAM LIMITED OFFICIAL USE

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TOUR OVERSHADOWED BY PRESIDENT MEDICI' S OFFICIAL VISIT TO PORTUGAL. BASICALLY FACTUAL COVERAGE FROM MEXICO, CARACAS, LIMA, AND BOGOTA EMPHASIZED EARLY PROTEST EFFORTS, MOSTLY POSITIVE EFFECTS OF TALKS WITH PERUVIAN LEADERS, U. S. INTEREST IN VEN-EZUELAN PETROLEUM, AND SECRETARY' S BOGOTA SPEECH AS KEYNOTE TO PHILOSOPHY FOR LATAM TOUR.

6. USIS MATERIALS, ESPECIALLY BIOS ON PARTY PRINCIPALS, WERE PLAYED WIDELY.

7. NEWSPAPER AND MAGAZINE PHOTO COVERAGE OF ROGERS IN BRAZIL WAS HEAVY, BOTH IN RIO AND BRASILIA. RIO SEGMENT OF VISIT APPROPRIATELY RECEIVED MEDIA EMPHASIS ON ROGERS' LEISURE ACTIVITIES; ONE OF VERY FEW MINOR KEY EXCEPTIONS WAS LEAD ITEM IN UNSIGNED COLUMN, "INFORME JB," OF RIO'S INFLUENTIAL JORNAL DO BRASIL WHICH ON MAY 23 REFERRED NEGATIVELY TO SECSTATE'S RIO MEETING WITH LEADING MEDIA EXECUTIVES. ITEM SAID ROGERS "PATERNALLY" HEARD SUGGESTIONS AND IDEAS OF THE MEDIA LEADERS, IN WHAT COLUMNIST CALLED "TWO INNOCUOUS HOURS, AS IN A VACUOUS COCKTAIL PARTY YOU WOULD ENCOUNTER IN ANY REMOTE BANANA REPUBLIC...."

8. PHOTO AND TEXT COVERAGE OF SECSTATE OFFICIAL CALLS IN BRASILIA WERE HEAVY AND FACTUAL. COVERAGE HIGHLIGHTS WERE VISITS WITH FORMIN AND PRESIDENT MEDICI, AS WELL AS THE SECRETARY'S PRESS CONFERENCE. OVERRIDING THEME: U. S.- BRAZIL RELATIONS ARE EXCELLENT AND THERE ARE NO SUBSTANTIVE BILATERAL PROBLEMS.

9. SUBSEQUENT COVERAGE, AND ONE OR TWO EDITORIAL COMMENTS, INDICATED THAT SOME PRESS CONFERENCE REPORTERS FAILED TO UNDERSTAND SECRETARY WHEN HE LISTED SOME TOPICS HE DISCUSSED WITH GOB LEADERS AND ADDED THAT HE HAD NOT GIVEN AN ALL-INCLUSIVE LIST. MISUNDERSTANDING WAS THAT SOME REPORTERS THOUGHT NO RPT NO BILATERAL SUBJECTS WERE DISCUSSED -- ONLY GLOBAL ISSUES -- AND THIS WAS SUBJECT OF CRITICISM IN SAO PAULO'S GAZETA MERCANTIL AND ONE OR TWO OTHER PUBLICATIONS.

10. ONE NEWSPAPER, JORNAL DA TARDE (AFTERNOON VERSION OF O ESTADO DE SAO PAULO), PUBLISHED ACID-TONED NEWS COVERAGE THROUGHOUT VISIT. REPORTER PRESENTED NO TRULY SUBSTANTIVE CRITICISMS, BUT HIS APPROACH WAS (AS STATED IN MAY 24 COVERAGE) "THE VISIT OF WILLIAM ROGERS HAD NO PARTICULAR IMPORTANCE...."
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11. POST-VISIT COVERAGE OF THE LATAM TRIP DROPPED SHARPLY, INTO INSIDE PAGES AND REMAINED STRAIGHTFORWARD. DECON 11-30-73
ROUNTREE

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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts:
Control Number: n/a
Copy: SINGLE
Draft Date: 30 MAY 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: hilburpw
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BRASIL03268
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730556/aaaajxqo.tel
Line Count: 161
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: hilburpw
Review Comment: n/a
Review Content Flags:
Review Date: 15 JAN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15-Jan-2002 by boyleja>; APPROVED <23-Jan-2002 by hilburpw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> wfs 980310
Subject: N/A
TAGS: ENRG, ESTC, ETRD, OVIP, PFOR, BF, n/a
To: ARA
BOGOTA
BUENOS AIRES
CARACAS
KINGSTON
LIMA
MANAGUA

MEXICO
SECSTATE WASHDC

Type: TE

Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005